



WFWS

ORDER

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NEWS
Channel 5
ON YOUR SIDE

Flight Dates 09/05/12-09/10/12

<u>Contract / Revision</u>	<u>310008</u>	<u>/</u>	<u>Product</u>	<u>Estimate #</u>	1703		
<u>Original Date / Revision</u>	09/04/12	09/04/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>			
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash		
				<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	DSCC IE		1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC		
				<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Great American Media			<u>Demographic</u>	A35+		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	ISS
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
			Agency Ref 2	<u>Priority</u>	P-1		
				<u>Advertiser Ref</u>			

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 78200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$66,470.00	\$78,200.00	0.00	08/27/12	09/10/12	57	\$66,470.00	\$78,200.00
Totals	57	\$66,470.00	\$78,200.00	0.00					

Billing Plan

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$66,470.00	\$78,200.00	0.00	08/27/12	09/10/12	57	\$66,470.00	\$78,200.00
Totals	57	\$66,470.00	\$78,200.00	0.00					



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Contract / Revision 310008 Flight Dates 09/05/12-09/10/12

Hiatus Dates

Original Date / Revision 09/04/12 / 09/04/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product DSCC IE Ohio 9.4-9.10

Estimate # 1703



Contract / Revision **310008** Flight Dates **09/05/12-09/10/12** Hiatus Dates

Original Date / Revision 09/04/12 / 09/04/12 Order Sep 00:20:00

Advertiser **DSCC IE** Product **DSCC IE Ohio 9.4-9.10** Estimate # **1703**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N13	WEWS	09/05/12	09/10/12	M-F 6-630p News	CM	6-630p	M-WTF--	:30	2	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		2	\$1,800.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$1,800.00		0.00						
N14	WEWS	09/10/12	09/10/12	M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				M-Su 630-7p WNT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$2,000.00		0.00						
N15	WEWS	09/06/12	09/07/12	M-F 7-730p	CM	7-730p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				7-730p Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---T---		1	\$2,400.00		0.00						
N16	WEWS	09/07/12	09/10/12	M-F 7-730p	CM	7-730p	M---F--	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
				7-730p Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---F--		1	\$3,000.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$3,000.00		0.00						
N17	WEWS	09/05/12	09/10/12	M-F 730-8P	CM	730-8p	---T---	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
				730-8p Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---T---		1	\$2,600.00		0.00						
		Week: 09/10/12	09/16/12	-----		0	\$0.00		0.00						
N18	WEWS	09/07/12	09/10/12	M-F 730-8P	CM	730-8p	M---F--	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
				730-8p Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---F--		1	\$3,000.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$3,000.00		0.00						
N19	WEWS	09/05/12	09/10/12	MON Bachelor/Bachelor	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
				MON Bachelor/Bachelore											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----		0	\$0.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$7,500.00		0.00						
N20	WEWS	09/05/12	09/10/12	M-F 1135p-1202a Night	CM	1135p-1207x	M- TF--	:30	1	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$1,200.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$1,200.00		0.00						
N21	WEWS	09/05/12	09/10/12	4-430am America This Mor	CM	4-430a	M- WTF--	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
				4-430a America This Mori											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$200.00		0.00						
		Week: 09/10/12	09/16/12	M-----		1	\$200.00		0.00						
N22	WEWS	09/05/12	09/10/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
				Sa 6-8a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----S-		1	\$500.00		0.00						
		Week: 09/10/12	09/16/12	-----		0	\$0.00		0.00						
N23	WEWS	09/05/12	09/10/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
				SA GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1	\$650.00		0.00						



WEWS

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Contract / Revision 310008 Flight Dates 09/05/12-09/10/12 Hiatus DatesOriginal Date / Revision 09/04/12/ 09/04/12 Order Sep 00:20:00Advertiser DSCC IE Product DSCC IE Ohio 9.4-9.10 Estimate # 1703

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N23	WEWS	09/05/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
N24	WEWS	09/05/12	09/10/12	NCAA 12p-330pm NCAA 12p-330pm	CM	12-330p	-----S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 -----S- 1 \$3,500.00 0.00															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
N25	WEWS	09/05/12	09/10/12	SA CSI Miami 1135p-128M SA CSI	SA CSI		-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 -----S- 1 \$400.00 0.00															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
N26	WEWS	09/05/12	09/10/12	Numbers Sa Numbers	CM	1235-205a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 -----S- 1 \$250.00 0.00															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
N27	WEWS	09/05/12	09/10/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 -----S 1 \$1,200.00 0.00															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
N28	WEWS	09/05/12	09/10/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 -----S 1 \$550.00 0.00															
Week: 09/10/12 09/16/12 ----- 0 \$0.00 0.00															
														Totals	
														57 \$78,200.00	